

ABSTRACT OF THE DISCLOSURE

Because the conventional search service with the WWW search engine assumes keyword input by end users, it is impossible for users to request a search by specifying visual information rendered by TV broadcast or from other sources as a search key or, in reverse, issue a search request for a scene of a TV program by specifying a keyword. The disclosed invention provides an information linking method, terminal devices and a server equipment operating, based on this method, a computer program of the method, and a method of charging for services feasible by the method. This method makes the following possible: linking visual information distributed by TV broadcast or over a computer network with text information such as keywords; and searching WWW sites/pages with a search key of visual information such as an visual object on a image from a TV program or, in reverse, searching for a scene of a TV program from a keyword.